

## Preface

In today's world consumers face a wide variety of choice, with new products and services entering the market every day. Competition for customers has stimulated business to innovate and improve, offering great deals on a daily basis. Economy world over is thriving and, most of the time, consumers and businesses trade with each other without any problems. However, at the same time, it is also true that the poor vulnerable, and unaware consumers are being cheated, exploited, and misled by traders and service providers. The consumers are forced to suffer in silence as they are not aware about their rights as consumers and the redressal mechanism available to them. In this scenario consumer education and awareness can play an important role to empower them. Consumer education is the process of gaining the knowledge and skills needed in managing consumer resources and taking actions to influence the factors which affect consumer decisions. Consumer education addresses four issues i.e. consumer decision making, economics, personal, finance, rights and responsibilities.

The Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi is the only Centre of its kind in the country dedicated exclusively for protection of consumers' right to education. The Centre is funded by the Department of Consumer Affairs, Government of India. The Centre is functional since 2007 and has emerged as a "Centre for Excellence" through its various activities. The aim of the Centre is to promote consumer's interests and welfare. The Centre has been recognized as a "think tank" and "Knowledge Partner" of the Department of Consumer Affairs, Gol for, capacity building, research and policy related issues on consumer protection and consumer welfare.

The role of the Centre is both operational as well as promotional. The activities of the Centre include capacity building of various stakeholders, seminars, workshops, research, consultancy services, publications, documentation and dissemination of information. The Centre also manages the National Consumer Helpline, the flagship project of the Department of Consumer Affairs, Government of India and the State Consumer Helpline Knowledge Resource Management Portal. The Centre plays an active role in the area of consumer awareness and protection of consumer rights as well as in various spheres of consumers' welfare.

We are happy to place herewith the Annual Report on the activities undertaken by Centre for Consumer Studies, IIPA, New Delhi during the period July 2018 - June 2019.

**Date: August 30, 2019**

**Place: New Delhi**

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Chair Professor & Coordinator  
Centre for Consumer Studies**

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